R.J. REYNOLDS

Tobacco Company

DAVID W. KEENEY
Key Account Manager

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November 17, 1997

To: Buffalo ROU
NY Metro ROU
Philadelphia ROU
All RR's and RM's with Big V Shoprite
(Chain ID #1157-00-00)

Subject: **Planograms**

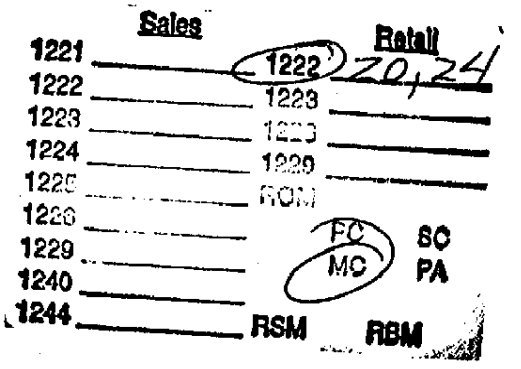
Ladies & Gentlemen:

As information, the attached are Carton planograms for Big V stores, which are all on PM exclusive.

If you have any questions, please contact me.

Sincerely,
Dave
D.W. Keeney/KAM

DWK/jb
Enc.



51850 6243

Source: https://www.industrydocuments.ucsf.edu/docs/khby0000

Jul-97

BIG V SHOPRITE: PHILIP MORRIS USA CARTON FIXTURE POG: (LOW PROFILE 14 FT)

54"

4' PM UNIVERSAL	4' PM UNIVERSAL	3' PM UNIVERSAL	3' PM UNIVERSAL
MARLBORO ADVERTISING HEADER	MARLBORO ADVERTISING HEADER	MARLBORO ADVERTISING HEADER	MARLBORO ADVERTISING HEADER
PM	PM	PM	PM
PM	PM	PM	PM
BW	LOR	LOR	LOR
BW	RJR	RJR	RJR 5/ LM 4
12ROWS	12 ROWS	9 ROWS	9 ROWS

MFG	ROWS	SHARE OF SPACE
PM	84	50.0%
RJR	26	15.5%
LOR	30	17.9%
BW	24	14.3%
LIG	4	2.4%
TOTAL	168	100.0%

FIXTURES TO BE EQUIPPED WITH LOCKING SECURITY DOORS

Approved By: _____ Date: _____

Stores:

258	243
286	277
229	210
253	265
256	234
223	285
237	232
236	240
212	252
249	274
250	206
230	211
271	241

Note: Separate POG's for 218, 231, 289

51850 6244

Source: https://www.industrydocuments.ucsf.edu/docs/khby0000

Jun-97

BIG V SHOPRITE 231: PHILIP MORRIS USA CARTON FIXTURE POG: (STD HT 9 FT)

3' PM Vision 2000	3' PM Vision 2000	3' PM Vision 2000
MARLBORO ADVERTISING HEADER	MARLBORO ADVERTISING HEADER	MARLBORO ADVERTISING HEADER
PM	PM	PM
PM	PM	PM
PM	PM	PM
LOR	LOR	LOR
BW	BW	LOR
BW	RJR	RJR 4/ LM 5
RJR	RJR	RJR
9 Rows Wide	9 Rows Wide	9 Rows Wide

MFG	ROWS	SHARE OF SPACE
PM	97	47.3%
RJR	40	19.5%
LOR	36	17.6%
BW	27	13.2%
LIG	5	2.4%
TOTAL	205	100.0%

Approved By: _____ Date: _____

Store: [redacted]231 Beekman

51850 6245

Source: https://www.industrydocuments.ucsf.edu/docs/khby0000

Jun-97

BIG V SHOPRITE 289: PHILIP MORRIS USA CARTON FIXTURE POG: (LOW PROFILE 16 FT)

54"

4' PM UNIVERSAL	4' PM UNIVERSAL	4' PM UNIVERSAL	4' PM UNIVERSAL
MARLBORO ADVERTISING HEADER	MARLBORO ADVERTISING HEADER	MARLBORO ADVERTISING HEADER	MARLBORO ADVERTISING HEADER
PM	PM	PM	PM
PM	PM	PM	PM
LOR	B&W	B&W	BW
LOR	RJR	RJR	RJR 5/ LM 4
12ROWS	12 ROWS	12 ROWS	12 ROWS

MFG	ROWS	SHARE OF SPACE
PM	96	50.0%
RJR	31	16.1%
LOR	24	12.5%
BW	36	18.8%
LIG	5	2.6%
TOTAL	192	100.0%

FIXTURES TO BE EQUIPPED WITH LOCKING SECURITY DOORS

Approved By: _____ Date: _____

Store: 289 Peekskill

51850 6246

Source: https://www.industrydocuments.ucsf.edu/docs/khby0000